

MUSIC OF CHRISTMAS TIME 8.00—Grand Organ and Carol Singing 11.00—Old Carols by Brass Choir Chimes at Stroke of Noon 8.15—Alma Mauts, Soloist; Grand Organ and Carol Singing	WANAMAKER'S Store Opens 9 A. M.	WANAMAKER'S Store Closes 5:30 P. M.	WANAMAKER'S Store Closes 5:30 P. M.	WANAMAKER'S Store Closes 5:30 P. M.	WEATHER Fair
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People-in-a-hurry Will Find This Store Ready for Them Monday

These Christmas Making Days Give Us a Fine Chance

to show the public the capacity our Store has to receive and serve large numbers of people satisfactorily.

That our great stocks of goods hold out so well has been

A Surprise to Everybody

While millions of dollars' worth of our good and dependable merchandise has been bought and delivered to our purchasers in the last ten days, hardly any one can see that we are lacking in anything.

We missed our thousand and more noble boys and Red Cross workers, now at the front or on their way home, and we had to employ others not so well trained, yet all of us have worked together, and we have done the best we could.

Of course, there were early purchasers who carried away good things not replaceable this year, but this will still go on every day.

We shall sell much today that will not be here on Monday.

But it is a possible and probable fact that no retail store in Philadelphia will on Monday have half as much stock to show of our trustworthy classes of goods.

[Signed] *John Wanamaker*

Dec. 21, 1918.

A Wealth of Christmas Silk Makes Right Merry Choosing

Coming down to the two which always seem to be the favorites when anybody has gifts in mind—

New 1919 foulard, prettier than ever and remarkably in fashion for dresses, now and later, \$2.75 and \$3 a yard, 40 inches wide.

New tub silks, in every kind of beautiful stripes and also some plain colors, \$1.50, \$1.75, \$2 and \$2.10 a yard.

Every day we are opening boxes containing new Christmas silks. One of the latest arrivals is jersey silk in lovely sports colors and stripes, \$2.50, \$2.60 and \$3 a yard.

There is only one trouble about this silk and that is we can hardly get as much of it as people want.

(First Floor, Chestnut)



IT'S VELVET HANDBAGS THIS SEASON

They are easily the most popular of all handbags and the most chosen for gifts.

Here are velvet handbags in black and colors, some brocaded. And in a great many shapes.

They have plain and engraved nickel frames, covered frames, tortoise shell finish frames, sterling silver frames and gold mountings.

For as little as \$4 you can get a smart little pear-shaped velvet bag, silk lined and with tassel.

Of you can go all the way to \$100 for a superb brocaded velvet bag, gold mounted.

Innumerable styles between.

(Main Floor, Chestnut)

Gloves

All kinds—silk, fabric, leather. All sizes—for women, men and children.

There's really a wonderful assortment.

(Main Floor, Central)

LA**T**E present-seekers don't have to take any old or picked-over stock if they come seeking in the Underclothes Store. We are receiving new things there daily.

(Third Floor, Central)



A Word About Fine Evening Gowns

Even though it is so near Christmas, lots of women will want to know what they can get in a hurry for holiday festivity.

The Women's Fashion Salons have a pretty collection between \$70 and \$95—which includes black and bright-hued chiffon velvets, black satins, chiffons in pale and bright colors, and satins and taffetas. There are hardly two alike.

(First Floor, Central)

The First Last-Minute Silk Stocking Store

In spite of the unprecedented buying of silk hosiery, we will be ready Monday with almost unbroken assortment.

Everything but airplanes has been used to get the goods here, and they are here.

Women's silk stockings, \$1.25 to \$25 a pair.

Men's silk half hose, 65c to \$5 a pair.

(Men's, Main Floor; Women's, First Floor, Market)

Five New Styles of Blouses

A sheer lawn with very fine cross-tucks, small double collar and closing part way down. \$6.85.

A tailored lawn with fine heading and box pleats. \$6.85.

Two batistes with Philippine hand embroidery, at \$6.75 and \$8.75.

And a voile with real flit at \$15.

(Third Floor, Central)

The Shoe Man Suggests—

- House slippers
- Slipper buckles
- Traveling slippers
- Dancing slippers
- Carriage boots
- Riding boots
- Children's leggings
- Moccasins
- Storm shoes
- Arctics

(Main and First Floors, Market)

REMEMBER that there's one present that is safe to choose for seven out of every ten persons—and that is

Books

The Book Store still has thousands of them, regardless of the crowds of people who have been buying for weeks past.

(Main Floor, Thirteenth)

Dinner Sets and Standard Gifts for the Home

But they should be selected at once to insure timely delivery. More dinner sets are being selected as gifts this Christmas than ever in our recollection.

The selection which we are showing is one very good reason for this.

We have 200 styles for you to choose from, at a price range going from \$17.50 up to \$600.

American sets begin at \$17.50; English sets at \$20—the choice of English sets at \$35 is remarkably good and the sets excellent at the price.

French dinner sets are in ample choice and in a beautiful wealth of decorations.

If you mean to give a dinner set—and you cannot give a more practical and welcome home gift—keep these two things in mind—to choose it immediately and to choose one that will be sure to satisfy. We have none but satisfactory kinds.

(Fourth Floor, Chestnut)

In the Little House

there are, among other rare things, a pair of cabinets made here, but set with Coromandel panels from the Far East. They are lovely in color with their rose and white and gold designs on a black background, and worthy to be the chief note of decoration in a dining or living room.

Another such pair of cabinets are of old Chinese lacquer, red and gold and black, very fine in execution and detail. These are on bases of polished black wood.

The Little House is full of such things and it is not too late to choose them for gifts.

(Fifth Floor, Chestnut)

Christmas Specials

Women's Silk Scarfs, \$3 and \$5 Wool Sets, \$3

The silk scarfs are of pure silk and artificial silk, plain and with fancy stripes.

The wool sets, of cap and scarf, are in plaid or striped wool. Nice for sports wear or for children.

(Main Floor, Central)

Warp Print Ribbon, 30c to 85c a Yard

just arrived and in the wider widths, 5 to 7½ inches, for bags, coat hangers and many other gift-like articles.

Both light and dark colors.

(Main Floor, Central)

Gifts for Those Who Like Winter Sports

There's sure to be plenty of snow and ice before the Winter is over.

- Skates, \$2 to \$10 a pair.
- Skates and shoes combined, \$5.50 to \$16.
- Skis, \$4.50 to \$11.50.
- Ski poles, \$1.75.

- Snow shoes, \$4 to \$8.50.
- Toboggans, \$7 to \$12.
- Stockings, \$1 to \$6.
- Skating caps, \$1 and \$1.50.
- Sweaters, \$6.50 to \$12.

(The Gallery, Juniper)

A Lovely Lot of Chinese Mats at \$15.50 to \$22.50

Little gems, in beautiful shades of blue, soft ecru and fawn tints, showing patterns of uncommon attractiveness—mostly floral designs in wreath and spray effects, with Greek and floral borders.

Delightful pieces, especially for gifts.

(Seventh Floor, Central)

NEW WHITE WASH SKIRTS FOR THE SOUTH

Never have there been so many new styles before Christmas, but then, there were never so many women asking for these skirts as early as this.

New fashions show buttons going down the back.

Large pearl buttons with the material run through them.

Rows of buttons chained together with a strip of the material.

Pockets in many new forms.

Materials are fine shukia gabardine, Ottoman cloth, narrow cord Russian pique, tricotine, Irish linen and Cossack linen.

Prices from \$5 to \$13.50.

(First Floor, Central)

LACE WINDOW PANELS LESS THAN BEFORE THE WAR

Really beautiful pieces that we have had made up ourselves from imported lace motifs.

They are on the heavy cable net, which wears so well, and the laces are a combination of Arabian and Marie Antoinette, in white and ecru.

It is almost impossible to import these lace panels now, so this is a very unusual opportunity.

They are in widths 36, 45 and 64 inches, and prices start at \$3 each.

(Fifth Floor, Market)



PORTABLE electric lamps in verd green and bronze finishes, \$6.50 for table size, \$8.50 for floor. (Fourth Floor, Central)

CHRISTMAS wreaths and lots of other things for household decoration—even poinsettias and holly sprigs. (Fourth Floor, Central)

CARVING sets for the turkey and pocket knives for the good boy, and nutcracker sets for all but the toothless babe are all here together. (Fourth Floor, Central)

IF THE dog is to have a present here are collars, whips, baskets, sweaters, chains and more things than even a dog-lover is apt to think of. (Fourth Floor, Central)

BRASS fern dishes are for gifts—especially as they have drainage holes, and you really can grow ferns in them. (Fourth Floor, Central)

DINNER GONGS of a most musical tone are special at \$6. We forgot to say a military chime book goes with each gong. (Fourth Floor, Market)

BROWN and green mission foot stools are special at \$1, and very respectable looking. (Fourth Floor, Market)

AMONG matting utility boxes are three specials, at \$5, \$5.75 and \$7.25. (Fourth Floor, Market)

BRASS umbrella stands will stand more hard usage than most other kinds, and \$4 isn't exorbitant for them. (Fourth Floor, Market)

AKENNEY shower is not only a good, practical gift for some water-loving human, but it comes put up in holly boxes for \$7.50. (Fourth Floor, Market)

ALL SORTS of warm insoles and lamb's wool soles for crocheted slippers are in the Shoe Store. Other suggestions for gifts are aluminum slipper trees at 75c, and adjustable shoe trees at \$1.15. (Main and First Floor, Market)

WHAT is happier than a Wee One with the little muff and tippet on that Santa Claus gave her? There is still a pretty good selection of children's furs in the Little Annex near the Fur Salon. (Second Floor, Chestnut)

IT'S a fine idea to get one's shampooing and manicuring attended to on Monday in the Salon de Beauté. (Third Floor, Chestnut)

PLENTY of lovely negligees, blouses, lingerie and quilted garments yet in the French Room. (Third Floor, Chestnut)



THUMMLES; THE SCOTCH CALL. THEM—

thumb-bells they were originally, and thimble we call them now, those little caps that save the finger from needle pricks.

Ever so many kinds here—all of sterling silver—40c to \$1 apiece.

(Main Floor, Market)

Diamonds

were in early times considered a charm against evil spirits and sickness, hence they later on came to be associated with the art of medicine.

Kings and princes only could afford to own diamonds then. Now fine diamond jewelry may be worn by almost everybody, and it is one of the most prized Christmas gifts.

(Jewelry Store, Chestnut and Thirteenth)

Gift Linens Pretty and Practical

Gift linens can be decorative or practical or both. Gifts of such practical things as towels and napkins are always sure of a welcome, and Madeira-embroidered pieces are amongst the most gift-like things in merchandise.

With a view toward helping people to pick out a satisfactory linen gift without delay, the Linen Store suggests these three groups:

Real Madeira hand-embroidered lunch sets of 13 pieces, all hand-embroidered on a pure linen cloth in four good patterns, \$5.50 each.

Full bleached heavy Scotch dinner napkins, in a host of splendid patterns, \$9 a dozen.

Hemstitched Russia diaper towels, soft finished, on figured and plain designs, in a generous size, 24x40 inches, a very pleasant towel to use, \$1 each.

(First Floor, Chestnut)

Gifts for Men Small Furs

Caps of coney, muskrat, Hudson seal (dye muskrat) and real seal, \$7 to \$60.

Collars of Hudson seal (dye muskrat), nutria, muskrat, beaver, otter and Persian lamb, \$18 to \$100.

Gloves of racoon, blended hare, nutria, beaver, natural and blended muskrat, Hudson seal (dye muskrat) and real seal, \$7 to \$50.

(Main Floor, Market)

Handkerchiefs

Most men prefer the practical, plain hemstitched kind to all other kinds.

Here are some of the very best quality linen it is possible to get for the price. And they are well made, with neat hems, carefully hemstitched, in all the widths that people like and use.

\$3, \$4.20, \$6 and up to \$12 a dozen.

And we'll mark them for you, if you like, doing the work at very moderate cost. It's a neat, convenient and sensible means of identification.

(Main Floor, Central)

If He's an Officer You Might Give Him a Crop

We are selling ever so many riding crops this year for that very purpose.

But lots of people, civilian as well as military men, would appreciate a good crop.

We've an excellent assortment between \$3 and \$12.

(Main Floor, Market)

Still Time to Get a New Rug for Christmas

These are all dependable weaves at special prices.

Seamless Wiltons 9x12 ft., \$72.50	Body Brussels 9x12 ft., \$49.50 8.3x10.6 ft., \$47.6x9 ft., \$29.50	Tapestry Brussels 9x12 ft., \$32.50
Axminsters 9x12 ft., \$32.50 8.3x10.6 ft., \$28.50	(Seventh Floor, Chestnut)	

Songs "The Boys" Will Enjoy

This list is carefully selected from the best of the new songs. Every one with a good swing and cheerful melody that will be appreciated by the returning soldier and sailor. All are published for high, medium or low voice.

- "I Shall Meet You".....40c
- "Love Will Call You Home".....40c
- "Where the Milestones End".....40c
- "Bells of St. Mary".....40c
- "Smilin' Through".....40c
- "Roses of Picardy".....35c
- "Mate o' Mine".....40c
- "Radiance of Your Eyes".....35c
- "Little Bit of Honey".....40c
- "Think, Love, of Me".....30c
- "Gathered a Rose".....30c
- "Ring Our Sweet Bells of Peace".....35c
- "Sorter Miss You".....40c
- "When You Come Home".....30c



Several Hundred Pair of Blankets Just in to Sell at Special Prices

Five new lots have been opened in good time for Christmas choosing.

One group comprises what are regarded as the finest blankets in the United States, woven of the highest-grade wool; all cut and bound separately; pink and blue borders, size 64x90 inches, \$32 and \$35; 72x90 inches, \$36 and \$40; 80x90 inches, \$40 and \$45 a pair.

120 pair of plaid blankets, believed to be the finest plaid blankets in America, woven of high-grade wool, size 72x84 inches, \$20 a pair.

The makers tell us they themselves will not now sell these blankets for \$20 a pair.

Large block designs in tan and white, gray and white, and blue and white.

Another lot comprises individual blankets, liked very much by men, a new lot specially priced at \$20 each, brownish tan, with Greek border, like the camel hair blankets, size 72x90 inches.

100 pair of wool-filled blankets, 70x84 inches, with blue borders, very slightly blankets, and special at \$15 a pair. About 100 pair of blankets with a filling of mixed wool have come in to sell for \$8 a pair; pink and blue borders.

(Sixth Floor, Central)